

WINE BUSINESS MONTHLY

TOP 50 U.S. WINE COMPANIES*

2025



#10 OF TOP 50
LARGEST WINERIES

2.8 MILLION
ANNUAL U.S. CASE SALES



The WX Brands portfolio is anchored by Bread & Butter, and a new ad campaign for the brand is focused on the theme, "Don't Overthink It"-meant to appeal to younger drinkers across digital, video and social media channels. WX Brands also launched a new brand, Here By Chance, with a campaign about celebrating life's spontaneous moments. Here By Chance features an inaugural Paso Robles Cabernet Sauvignon.

"Here by Chance represents an exciting evolution in the WX Brands portfolio," Patrick Cramb, vice president of marketing at WX Brands, said in a press release. "We've identified a shift in buying behavior where wine selection is driven by brand connection and storytelling just as much as the varietal and region."

With RNDC leaving the California market, WX Brands entered a California distribution alignment with Regal Wine Company, the Jackson Family's California distribution company.

In addition to Bread & Butter, the WX Brands portfolio includes Trapiche from Argentina, True Myth, Baileyana Winery and others. Established in 1999, WX Brands also develops exclusive wine brands for retailers around the world. Products are sourced from 14 countries and sold in 20 countries.

WX Brands is now owned by Terold, which also owns Grupo Penaflor of Argentina.

COMPANY	U.S. CASES SOLD*
1. GALLO Winery	90 million
2. The Wine Group	43 million
3. Trinchero Family Wine & Spirits	17 million
4. Delicato Family Wines	16 million
5. Deutsch Family Wine & Spirits	12 million
6. Jackson Family Wines	6 million
7. Treasury Wine Estates	5.5 million
8. Ste. Michelle Wine Estates	3.6 million
9. Bronco Wine Company	3 million
10. WX BRANDS	2.8 MILLION
11. Viña Concha Y Toro (Fetzer Vineyards)	2.75 million
12. Precept Wine	2.7 million

*Ranked by Annual Case Sales, February 2026, WBM